## **ORDER**

Orders Order / Rev: 708272 - 1 06289657 Alt Order #: **CROSSROADS GPS** Product Desc: Estimate: 1953 08/23/12 - 08/29/12 Flight Dates: Primary AE: Aaron Ashe Sales Office: Original Date / Rev: 08/21/12 / 08/22/12 T-WAS Order Type: Political Sales Region: NAT Crossroads Media/ POL Agency Name: **Buying Contact:** Elise Cloyd Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 88 Canal Center Plaza Suite 555 Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% **Crossroads GPS** Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** IS-Candidate/Presidential Order Separation: 00:15:00 Priority: P-3 Advertiser External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
07/30/12	08/26/12	34	\$65,360.00	\$55,556.00		
08/27/12	08/29/12	33	\$57.040.00	\$48.484.00		

Revenue Codes:

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	34	\$65,360.00	\$55,556.00	0.00
September 2012	33	\$57,040.00	\$48,484.00	0.00
Totals	67	\$122,400.00	\$104,040.00	0.00

Agency External ID:

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

AGY, GEN, POL

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Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
1 WTSP 08/23/12 08/24/12	M-F 6-7a CM	6-7a	TF	:30 2	\$360.00 P-2	0.00 NM	2	\$720.00
	6-7a 10 News							
1 X PER DAY						l		
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 08/20/12 08/26/12	TF 2	\$360.00	0.00					
2 WTSP 08/23/12 08/24/12	CBS This Morning CM	7-9a	TF	:30 2	\$360.00 P-2	0.00 NM	2	\$720.00
	CBS This Morning	(7:00 AM-8:0	0 AM)					
1 X PER DAY						l		
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 08/20/12 08/26/12	TF 2	\$360.00	0.00					
3 WTSP 08/23/12 08/24/12	CBS This Morning CM	7-9a	TF	:30 2	\$360.00 P-2	0.00 NM	2	\$720.00
	CBS This Morning	(8:00 AM-9:0	0 AM)					
1 X PER DAY						I		
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 08/20/12 08/26/12	TF 2	\$360.00	0.00					
4 WTSP 08/23/12 08/24/12	M-F 4-5p CM	4-5p	TF	:30 4	\$800.00 P-2	0.00 NM	4	\$3,200.00
	Dr. Phil							
2 X PER DAY						ı		
Start Date End Date	Weekdays Spots/Week	Rate	Rating			I		
Week: 08/20/12 08/26/12	TF 4	\$800.00	0.00					
5 WTSP 08/23/12 08/24/12	7-730p CM	7-730p	TF	:30 4	\$600.00 P-3	0.00 NM	4	\$2,400.00
	Inside Edition							
2 X PER DAY						ļ		
Start Date End Date	Weekdays Spots/Week	Rate	Rating			ı		

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Order / Rev: 708272 - 1

Advertiser: Crossroads GPS

CROSSROADS GPS Alt Order #: 06289657 Product Desc:

Flight Dates: 08/23/12 - 08/29/12 Estimate: 1953

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
5 WTSP	08/23/1	2 08/24/12	7-730p	CM	7-730p	TF	:30	4	\$600.00 P-3	0.00 NM	4	\$2,400.00
2 X PEF			Inside Edition									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					ĺ	
Week: 08/		08/26/12	TF	4	\$600.00	0.00					ĺ	
6 WTSP	08/23/1	2 08/24/12	10 News Special	CM	10 News Spe	ecialTF	:30	2	\$1,200.00 P-2	0.00 NM	2	\$2,400.00
1 X PEF	R DAY		10 News Special								ĺ	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/26/12	TF		\$1,200.00	0.00					l	
7 WTSP	08/23/1	2 08/24/12	, ,	CM	M-F 11-1135	pTF	:30	2	\$2,600.00 P-2	0.00 NM	2	\$5,200.00
1 X PEF	RDAY		LN (M-F)									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					İ	
Week: 08/		08/26/12	TF	2	\$2,600.00	0.00					İ	
8 WTSP	08/23/1	2 08/23/12	Thu Prime C	CM	Thu 10-11p	T	:30	2	\$8,000.00 P-2	0.00 NM	1	\$8,000.00
Sto	rt Date	End Date	Person of Interes	Spots/Week	Rate	Rating					i	
Week: 08/		08/26/12	<u>Weekdays</u> T		\$8,000.00	0.00					İ	
	Date Ra		escription		/End Time		Weekdays			Rtg Type		
	08/20/1: edited	2-08/26/12 T	hu Prime C	Thu	10-11p		Th	-	:30 <del>(\$8,000.00)</del>	0.00 NM	ĺ	
	g line 25)										ĺ	
9 WTSP	08/24/1	2 08/24/12	10 News Special	СМ	10 News Spe	ecialF	:30	1	\$800.00 P-4	0.00 NM	1	\$800.00
			10 News Special								İ	
	rt Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate	Rating						
Week: 08/		08/26/12	Bucs Overnight G	ame CM	\$800.00 Overnight	0.00 F	:30	2	\$4,000.00 P-4	0.00 NM	3	\$12,000.00
10 W13F	00/24/1	2 00/24/12	Bucs Overnight G		Overnight	1	.30	3	φ4,000.00 F-4	O.OO INIVI	3	\$12,000.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					İ	
Week: 08/		08/26/12	F		\$4,000.00	0.00						
11 WTSP	08/25/1	2 08/25/12	Sat 7-730p Inside Edition	CM	7-730p	S-	:30	2	\$600.00 P-3	0.00 NM	2	\$1,200.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					ĺ	
Week: 08/		08/26/12	S-	2	\$600.00	0.00					ĺ	
12 WTSP	08/25/1	2 08/25/12	NFL Preseason o		NFL Preseas	on on S-	:30	2	\$8,000.00 P-3	0.00 NM	2	\$16,000.00
01-		E. J.D.	NFL Preseason o		Data	Detien						
Sta Week: 08/	rt Date 20/12	End Date 08/26/12	<u>Weekdays</u> S-	Spots/Week 2	Rate \$8,000.00	Rating 0.00						
			CBS Sunday Mor		Sun 9-1030a		S :30	2	\$1,600.00 P-2	0.00 NM	2	\$3,200.00
			CBS Sunday Mor	-							İ	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					ĺ	
Week: 08/		08/26/12 2 08/26/12		CM	\$1,600.00 Sun 630-7p	0.00	S :30	1	\$800.00 P-2	0.00 NM	1	\$800.00
14 W131	00/20/1	2 00/20/12	Sun 630-7p 10 N		3uii 030-7p		5 .50	'	ψ000.001 -2	0.00 14101	<u>'</u>	φουσ.σσ
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					İ	
Week: 08/		08/26/12	S	1	\$800.00	0.00						
15 WTSP	08/27/1	2 08/29/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MTW	:30	3	\$360.00 P-2	0.00 NM	3	\$1,080.00
1 X PEF	R DAY		0-7a TO News									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		09/02/12	MTW	3	\$360.00	0.00			#000 00 P 0	0.00.111		<b>#4 000 00</b>
16 WISP	08/27/1	2 08/29/12	CBS This Morning	-	7-9a (7:00 AM-8:00	MTW O AM)	:30	3	\$360.00 P-2	0.00 NM	3	\$1,080.00
1 X PEF	R DAY		CDC THIS WIGHTIN	3	(						1	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					1	
Week: 08/		09/02/12	MTW	3 CM	\$360.00	0.00	.20	2	\$360.00 P-2	0.00 8184	2	¢1 000 00
17 WISP	00/21/1	2 00/29/12	CBS This Morning	-	7-9a (8:00 AM-9:00	MTW O AM)	:30	3	φου.υ0 P-2	0.00 NM	3	\$1,080.00
1 X PEF	R DAY			-	,	,					l	

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Order / Rev: 708272 - 1

06289657

Advertiser: Crossroads GPS

Alt Order #:

CROSSROADS GPS Product Desc:

Flight Dates:

08/23/12 - 08/29/12 Estimate:

1953

Ln Ch Start End	Inventory Code Break	Start/End Tim	ne Days	Len Spots	s Rate Pri	Rtg Type	Spots	Amount
17 WTSP 08/27/12 08/29/12	•	7-9a	MTW	:30	3 \$360.00 P-2	0.00 NM	3	\$1,080.00
1 X PER DAY	CBS This Morning	(8:00 AM-9:00 A	AM)					
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/27/12 09/02/12	MTW 3	\$360.00	0.00					
18 WTSP 08/27/12 08/29/12	M-F 4-5p CM	4-5p	MTW	:30	6 \$800.00 P-2	0.00 NM	6	\$4,800.00
	Dr. Phil							
2 X PER DAY		<b>5</b> .						
<u>Start Date</u> <u>End Date</u> Week: 08/27/12 <u>09/02/12</u>	Weekdays Spots/Week	<u>Rate</u> \$800.00	Rating 0.00					
19 WTSP 08/27/12 08/29/12		7-730p	MTW	:30	6 \$600.00 P-3	0.00 NM	6	\$3,600.00
15 11 00/27/12 00/25/12	Inside Edition	7 7000	1411 44	.00	σ φοσσίσση σ	0.00 14101		ψο,οσο.σσ
2 X PER DAY								
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 08/27/12 09/02/12	MTW 6	\$600.00	0.00			0.00.104		<b>#</b> 7 000 00
20 WTSP 08/27/12 08/29/12	10 News Special CM 10 News Special	10 News Spec	iai Miw	:30	6 \$1,200.00 P-2	0.00 NM	6	\$7,200.00
2 X PER DAY	To News Opecial							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/27/12 09/02/12		\$1,200.00	0.00					
21 WTSP 08/27/12 08/29/12	,	M-F 11-1135p	MΓW	:30	3 \$2,600.00 P-2	0.00 NM	3	\$7,800.00
1 X PER DAY	LN (M-F)							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/27/12 09/02/12		\$2,600.00	0.00					
22 WTSP 08/28/12 08/28/12	Tue Prime A CM	Tue 8-9p	- T	:30	1 \$11,200.00 P-2	0.00 NM	1	\$11,200.00
	NCIS							
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 08/27/12 09/02/12	<u> </u>	\$11,200.00	0.00	.20	4 \$44 000 00 D 0	0.00 NIM	,	<b>#44 000 00</b>
23 WTSP 08/28/12 08/28/12	Tue Prime B CM NCIS: Los Angeles	Tue 9-10p	- T	:30	1 \$11,200.00 P-2	U.UU INIVI	1	\$11,200.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/27/12 09/02/12		\$11,200.00	0.00					
24 WTSP 08/27/12 08/27/12		Mon 9-10p	M	:30	1 \$8,000.00 P-2	0.00 NM	1	\$8,000.00
	2 Broke Girls/Mike & Molly							
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 08/27/12 09/02/12	M 1	+=,=====	0.00		4 #0 000 00 50	0.00.104		<b>#</b> 0.000.00
25 WTSP 08/26/12 08/26/12	Sun Prime D CM The Mentalist	Sun 10-11p	S	:30	1 \$8,000.00 P-2	0.00 NM	1	\$8,000.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/20/12 08/26/12	S 1		0.00					
27 WTSP 08/25/12 08/25/12	Bucs Weekend Game CM	Weekend Gam	neS-	:30	3 \$0.00 PKG	0.00 NM	3	\$0.00
	Bucs Weekend Game							
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 08/20/12 08/26/12	S- 3	\$0.00	0.00					

67 \$122,400.00 Totals